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To: DM's As Info. MY

Mid Price Couponing

Doral:

PV% - NASA has a higher PV% than the total US YTD, 78% vs 71%. It has remained fairly consistent throughout the year.

Avg coupon value - $2.91 YTD in NASA vs. $2.92 for the total US. Last week the average value in the US was greater than the average value in NASA for the first time $3.13 nationally vs. $3.08 in NASA. The average value in NASA has been steadily increasing from $2.83 in January to the $3.08 last week.

Volume - In NASA volume has been fairly stable to slightly declining. The US showed a 10% increase last week primarily due to MCSA. Their average coupon value also increased from $3.11 to $3.36 last week which was the highest in the country.

Sterling:

PV% - Nasa is higher than the US YTD with a 93% PV vs. 77% for the US. In general we expected to have a higher PV% on Magna/Sterling because they went unpromoted for the majority of the 4th quarter, therefore there was a lot of existing inventory at retail that had to be promoted in addition to current volume.

Avg coupon value - YTD we are slightly lower than the national average $2.87 vs National average of $2.94. However for the last 2 weeks our average value has been higher than the total US; most recently $3.13 vs. $3.05 for US.

Volume - Relatively stable to slightly lower in NASA, US had a 51% increase last week due to MCSA more than doubling the prior week volume. MCSA average value also increased from $2.67 to $3.14.

Magna:

PV% - NASA PV% of 98% YTD is in line with US average of 95% YTD. As with Sterling we expected the PV% to be higher than on Doral due to unpromoted inventory at retail.

Average Cpn Value is slightly higher in NASA than in US $2.96 vs $2.91 YTD. Most recently our average was $3.18 vs $3.05 for the US.

Volume in the US and NASA has been relatively flat throughout the year.

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Source: https://www.industrydocuments.ucsf.edu/docs/xyjn0000

03/03/93 15:25 NASA #1000 006

1Q Cpn Spndg

Through week 8 : 2/26/93

1000CPN.XLS

	avg./wk cases ytd	avg/wk cases jan	avg/wk cases feb	week 7	week 8	avg value ytd	avg value jan	avg value feb	avg value wk 7	avg value wk 8	PV% YTD	PV% jan	PV% feb	PV% wk 7	PV% wk8
Doral															
NASA 4th Ave Shipments	2,216	2,253	2,178	2,060	2,162	$2.91	$2.83	$3.00	$3.05	$3.08	78%	80%	76%	80%	71%
Boston	195	196	194	161	187	$2.82	$2.59	$3.06	$3.23	$3.52	90%	91%	89%	115%	101%
New Jersey 280	224	225	223	194	237	$2.83	$2.70	$2.99	$3.05	$3.17	114%	125%	103%	107%	122%
Philadelphia	442	433	451	371	419	$2.83	$2.79	$2.88	$2.89	$2.91	66%	69%	64%	84%	65%
New York	126	138	113	101	114	$2.81	$2.60	$2.99	$2.98	$3.05	86%	74%	100%	146%	106%
Hartford	273	301	245	193	275	$2.82	$2.79	$2.87	$3.15	$3.16	76%	75%	77%	125%	46%
Buffalo	956	960	951	1,040	931	$3.03	$3.00	$3.07	$3.05	$2.94	72%	75%	69%	54%	59%
Total US	28,171	28,299	28,043	27,868	30,536	$2.92	$2.84	$3.00	$3.00	$3.13	71%	69%	74%	76%	58%
Sterling															
NASA 4th qtr Ave Shipments	498	518	479	457	489	$2.87	$2.77	$2.97	$2.97	$3.13	93%	92%	95%	111%	98%
Boston	72	72	72	72	83	$3.00	$2.83	$3.17	$3.03	$3.74	137%	139%	135%	141%	128%
New Jersey 106	68	69	67	65	67	$2.84	$2.76	$2.94	$3.06	$2.97	116%	128%	104%	104%	105%
Philadelphia	77	80	75	68	57	$2.63	$2.49	$2.77	$2.77	$2.84	82%	78%	86%	88%	119%
New York	75	79	71	49	90	$2.86	$2.70	$2.97	$2.91	$3.06	88%	70%	109%	225%	85%
Hartford	39	37	40	51	46	$2.75	$2.62	$2.87	$2.93	$3.03	85%	84%	85%	99%	61%
Buffalo	168	181	155	152	147	$2.93	$2.92	$2.95	$3.04	$2.95	74%	76%	73%	77%	88%
Total US	3,715	3,605	3,824	3,390	5,104	$2.94	$2.90	$2.97	$2.94	$3.05	77%	73%	80%	89%	56%
Magna															
NASA	334	343	325	292	318	$2.96	$2.90	$3.05	$3.01	$3.18	98%	107%	89%	109%	75%
Boston	50	53	48	43	54	$3.06	$2.84	$3.26	$3.05	$3.64	109%	102%	118%	146%	90%
New Jersey	21	22	20	16	18	$2.95	$2.85	$3.07	$3.04	$3.16	137%	149%	123%	111%	109%
Philadelphia	44	44	43	37	38	$2.68	$2.60	$2.77	$2.70	$2.81	76%	77%	75%	107%	71%
New York	19	22	17	13	19	$2.82	$2.58	$3.06	$3.10	$3.01	96%	88%	106%	250%	87%
Hartford	52	52	52	50	51	$3.12	$3.06	$3.21	$3.24	$3.24	95%	113%	77%	99%	58%
Buffalo	147	151	144	135	139	$2.96	$2.96	$2.96	$2.97	$3.07	96%	111%	81%	89%	71%
Total US	2,353	2,415	2,291	2,185	2,302	$2.91	$2.86	$2.97	$2.95	$3.05	95%	95%	96%	114%	74%

Source: https://www.industrydocuments.ucsf.edu/docs/xyjn0000

1Q Cpn Spndg		1000C[illegible].XLS				
Through week 8 : 2/2						
	avg $/wk ytd	avg $/wk jan	avg $/wk feb	avg $/wk wk 7	avg $/wk wk 8	YTD spending
Doral						
NASA	$302	$307	$298	$302	$286	$2,419
Boston	$30	$28	$32	$36	$40	$239
New Jersey	$44	$46	$42	$38	$55	$348
Philadelphia	$50	$50	$50	$54	$47	$399
New York	$18	$16	$21	$26	$22	$145
Hartford	$35	$38	$33	$45	$24	$282
Buffalo	$126	$130	$122	$103	$98	$1,006
Total US	$3,521	$3,321	$3,722	$3,830	$3,350	$28,170
Sterling						
NASA	$80	$79	$81	$90	$90	$641
Boston	$18	$17	$19	$18	$24	$142
New Jersey	$14	$15	$12	$12	$13	$106
Philadelphia	$10	$9	$11	$10	$12	$80
New York	$11	$9	$14	$19	$14	$91
Hartford	$5	$5	$6	$9	$5	$43
Buffalo	$22	$24	$20	$21	$23	$176
Total US	$504	$462	$547	$532	$526	$4,033
Magna						
NASA	$58	$64	$53	$58	$46	$466
Boston	$10	$9	$11	$11	$10	$81
New Jersey	$5	$6	$5	$3	$4	$40
Philadelphia	$5	$5	$6	$6	$5	$43
New York	$3	$3	$4	$6	$3	$25
Hartford	$9	$11	$8	$9	$6	$75
Buffalo	$25	$30	$21	$21	$18	$202
Total US	$391	$3[illegible]	$391	$442	$313	$3,131

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NASH #1000 12:21 05/03/00

1st qtr '93 Coupon spending

Through week 8 : 2/26/93

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	avg./wk cases ytd	avg/wk cases last 4	2/15-2/19 week 7	2/22-2/26 week 8	avg cpn value ytd	avg cpn value last 4 wks	avg cpn value wk 7	avg value wk 8	avg $/wk ytd	avg $/wk last 4	avg $/wk wk 7	avg $/wk wk 8	YTD spending
Doral													
New Jersey Region	224	223	194	237	$2.83	$2.99	$3.05	$3.17	$43,500	$41,526	$37,942	$54,983	$348,000
Yonkers	54	55	57	70	$2.72	$2.78	$2.90	$2.97	$5,340	$5,499	$3,080	$5,675	$42,716
No Jersey	17	16	15	14	$2.80	$3.07	$3.07	$3.17	$7,037	$5,179	$4,120	$5,842	$56,298
Central Jersey	68	68	35	80	$2.90	$3.02	$2.97	$3.22	$8,960	$7,877	$7,615	$8,738	$71,682
Newark	20	22	17	29	$3.27	$3.31	$3.41	$3.33	$4,175	$4,340	$4,889	$6,221	$33,401
South Central	64	61	72	45	$2.64	$2.79	$3.03	$2.74	$13,057	$13,438	$18,240	$11,013	$104,455
New Jersey Ch					$3.00	$3.50		$3.50	$3,750	$4,375		$17,500	$30,000
No Jersey Ch					$3.50	$3.50			$1,182	$820			$9,457
Sterling													
New Jersey Region	68	67	65	67	$2.84	$2.94	$3.06	$2.97	$13,457	$12,205	$12,389	$12,551	$107,653
Yonkers	13	14	13	22	$2.73	$2.77	$2.99	$2.77	$1,855	$1,491	$1,233	$1,470	$14,836
No Jersey	8	7	6	9	$2.98	$2.95	$2.88	$3.00	$2,293	$2,079	$1,467	$2,226	$18,343
Central Jersey	16	15	7	18	$2.95	$3.11	$3.02	$3.25	$2,610	$2,074	$2,184	$2,412	$20,877
Newark	8	8	9	6	$3.24	$3.29	$3.34	$3.32	$1,505	$1,461	$1,383	$2,284	$12,042
South Central	23	22	31	14	$2.67	$2.83	$3.09	$2.73	$5,195	$5,101	$6,126	$4,160	$41,556
New Jersey Ch													
No Jersey Ch													
Magna													
New Jersey Region	21	20	16	18	$2.95	$3.07	$3.04	$3.16	$4,988	$4,452	$3,231	$3,724	$39,90
Yonkers	6	7	5	8	$2.97	$3.13	$2.64	$3.10	$1,199	$1,408	$826	$673	$9,59
No Jersey	3	2	2	4	$3.02	$2.99	$2.80	$3.12	$805	$694	$513	$653	$6,43
Central Jersey	5	5	4	3	$3.19	$3.56	$4.12	$3.76	$751	$696	$426	$848	$6,00
Newark	2	2	2	1	$3.23	$3.23	$3.19	$3.26	$438	$394	$464	$468	$3,50
South Central	4	4	5	3	$2.76	$2.81	$3.06	$2.83	$1,796	$1,264	$1,206	$1,086	$14,36
New Jersey Ch													
No Jersey Ch													

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Source: https://www.industrydocuments.ucsf.edu/docs/xyjn0000